

Beverage Industry

MARKETING □ DISTRIBUTION □ TECHNOLOGY

AN HBJ PUBLICATION

FDA asks for more data on PVC for wine, liquor

WASHINGTON, DC—The Food and Drug Administration (FDA) is leaning towards saying that polyvinyl chloride (PVC) containers made in accordance with industry specifications are safe for wine and liquor applications. But to stay on the conservative side, the agency wants more data from the plastics industry on all food-contact uses of PVC and their environmental impact before it determines the best means of regulating the substance.

This is how the Society of the Plastics Industry (SPI) is interpreting a recent letter from Bureau of Foods Director Dr. Sanford Miller in response to its request that FDA immediately approve PVC bottles for alcoholic beverage use.

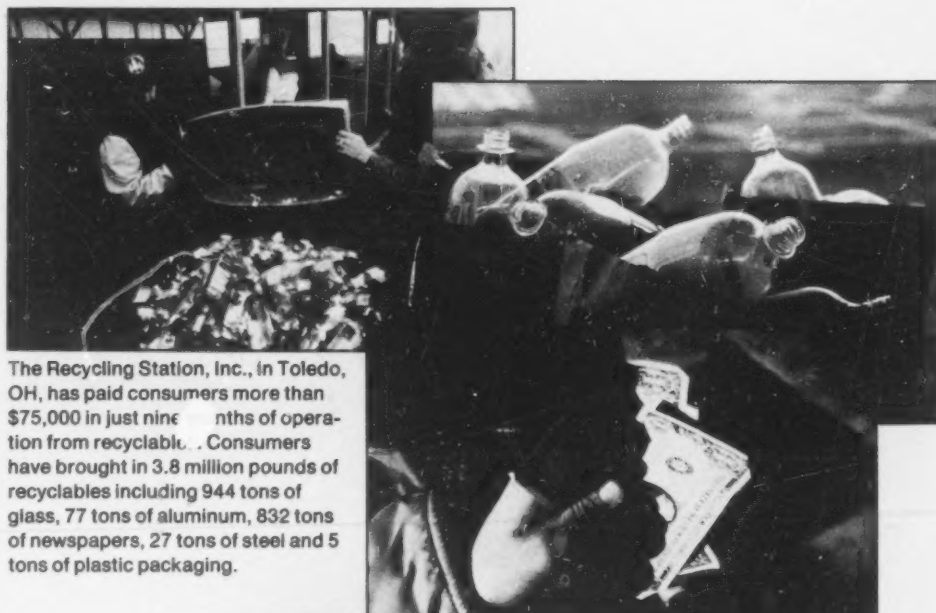
Miller indicated that FDA agreed with SPI's migration projections for PVC bottles

with residual vinyl chloride monomer (VCM) levels of 10 parts per billion (p.p.b.), stating that consumer estimated daily intake of VCM
(Continued on page 29)

FDA leaning toward voluntary sodium labeling

WASHINGTON, DC—The National Soft Drink Association has long maintained that sodium labeling should be voluntary and the Food and Drug Administration (FDA) is in agreement, based on industry's own labeling efforts to date.

The results from a survey conducted last summer have shown that 19% of grocery items now contain sodium information, a percentage
(Continued on page 6)



The Recycling Station, Inc., in Toledo, OH, has paid consumers more than \$75,000 in just nine months of operation from recyclables. Consumers have brought in 3.8 million pounds of recyclables including 944 tons of glass, 77 tons of aluminum, 832 tons of newspapers, 27 tons of steel and 5 tons of plastic packaging.



BI Package of the Week



New Canada Dry labels add 'no caffeine' tag

NEW YORK —The first phase of a \$15 million, three pronged advertising campaign for Canada Dry Ginger Ale and Sugar Free Canada Dry Ginger Ale kicked off late last month featuring the theme, "Canada Dry Ginger Ale, No Caffeine Since 1904."

The complete campaign, which represents the largest dollar commitment in the company's history, includes a five week ad blitz of the no-caffeine message; two campaigns beginning in April and

running concurrently through '83: "Make Your Move to Canada Dry" and "Ginger Snap," and sponsorship of a national concert tour by Daryl Hall and John Oates.

The "No Caffeine Since 1904" message will be incorporated on all packaging materials for both the regular and sugar free products, scheduled to hit store shelves in March (see photo). Thirty second television spots are scheduled to run on early
(Continued on page 6)

Profitable recycling can help fight mandatory deposit laws

By Laure Martinez
Assistant Editor

SPECIAL REPORT—When bottlers and wholesalers decide to get involved in recycling programs, one result—given the current prices being paid for aluminum, PET and cullet—can be profits. But that's not the only one.

Perhaps even more significant is that the existence of a viable recycling business can prove to be the best weapon to fight forced deposits. If you don't believe it, ask any executive from California, Washington, Arizona and Colorado—states which last November successfully voted down the mandatory deposit referendum.

As a result of those victories as well as the potential profitability of recycling, look for more activity in this area in the near future.

In fact, there already has been such a flurry of activity in Arizona, where the Beverage Industry Recycling Program (BIRP) was born 12 years ago, that BIRP president Jerry Petrie says there's

no doubt recycling can be profitable.

"Three out of four aluminum cans are recycled in Arizona," Petrie claims. "The profit for the bottler in Arizona, however, depends on his particular locale, simply because recycling, a proven, viable business here, has become very competitive," he continues. "Arizona is saturated with recyclers—grocers, scrap dealers,

etc. Profitability also depends on whether there is an opening in an area's market."

Arizona soft drink bottlers and beer wholesalers started BIRP in 1971 and created a marketplace for recycling. And according to several sources within the industry, many agree that Arizona has the finest BIRP program in the country—many other BIRP programs are patterned after Arizona's.

Not only is there money involved in a recycling program, but, says Petrie, "good P.R." Every bottler needs to establish an image so he doesn't look like the "big, bad corporate giant." But these "corporate giants" are genuinely concerned about saving energy as well as money.

For example, Alcoa and Reynolds Metals claim recycling not only saves energy, it also conserves capital and raw materials. An industrial facility to melt used aluminum cans may be built in half the time and at one-tenth the cost of the facilities to mine and refine ore and produce
(Continued on page 20)

BI Week

• Midland Glass names Franklin E. Whitmore as new president. He's formerly sr. vp-manufacturing and general manager since last March.

• Major effort being launched in New York to delay implementation of the forced deposit legislation. If successful, the law could be delayed until next fall or March of '84. Retailers and industry continue at odds over size
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Contents

Recycling can lead to higher profits

If a bottler or wholesaler decides to get involved in a voluntary recycling program, one result can be profits. Another result can be a weapon to fight forced deposits.

In a special BI report, the potential profitability of recycling is analyzed and current trends and opinions from several well-informed sources represented as well.

Some sources BI interviewed say money is not the only incentive involved in establishing a voluntary recycling program, but also "good P.R." and saving energy.

Each aspect of recycling is featured: aluminum, glass and PET. PET, because it is the "baby" of the industry, is especially under scrutiny, complete with opinions from those who believe PET is not a viable recycling material to those who do.

Aluminum, of course, is the material with the highest profitability record and will probably remain so as recycling becomes more and more prevalent. See page 1.

FDA and NSDA agree on labeling

The National Soft Drink Assn. and Food and Drug Administration have finally agreed that sodium labeling on products should be voluntary, according to informed Washington sources.

Results from a survey conducted last summer have shown that 19% of grocery

items now contain sodium information, a percentage that pleases FDA but is below its earlier projections.

Sources say FDA should publish its final sodium labeling plan in about two or three months. See page 1.

PVC containers may be safe

FDA is making some more concessions to the beverage industry by leaning toward saying polyvinyl chloride (PVC) containers made in accordance with industry specifications are safe for

wine and liquor applications, report BI sources in Washington, DC.

However, the agency wants more data from the plastics industry on all food-contact uses of PVC and their environmental impact before it can determine the best means of regulation. See page 1.

Report says isotonic sales will increase

Packaged Facts recently released a study which claims isotonic beverage sales will hit \$275 million by 1985.

Isotonic beverages, led by the popular Stokely-Van Camp commodity, Gatorade, are said to help maintain the

electrolyte balance of employees working in environments where heat stress or physical exertion cause loss of body salts through perspiration.

Retail, institutional and industrial businesses utilize the beverages, and projected sales and growth are depicted on several charts included with the article.

Specifically, Gatorade dominates most of the market with a 95% share of sales. However, Gatorade has a serious new challenger in the face of Prippls Pluss, developed by A.B. Prippls Brygerier, a \$450 million company which controls 70% of Sweden's beverage market.

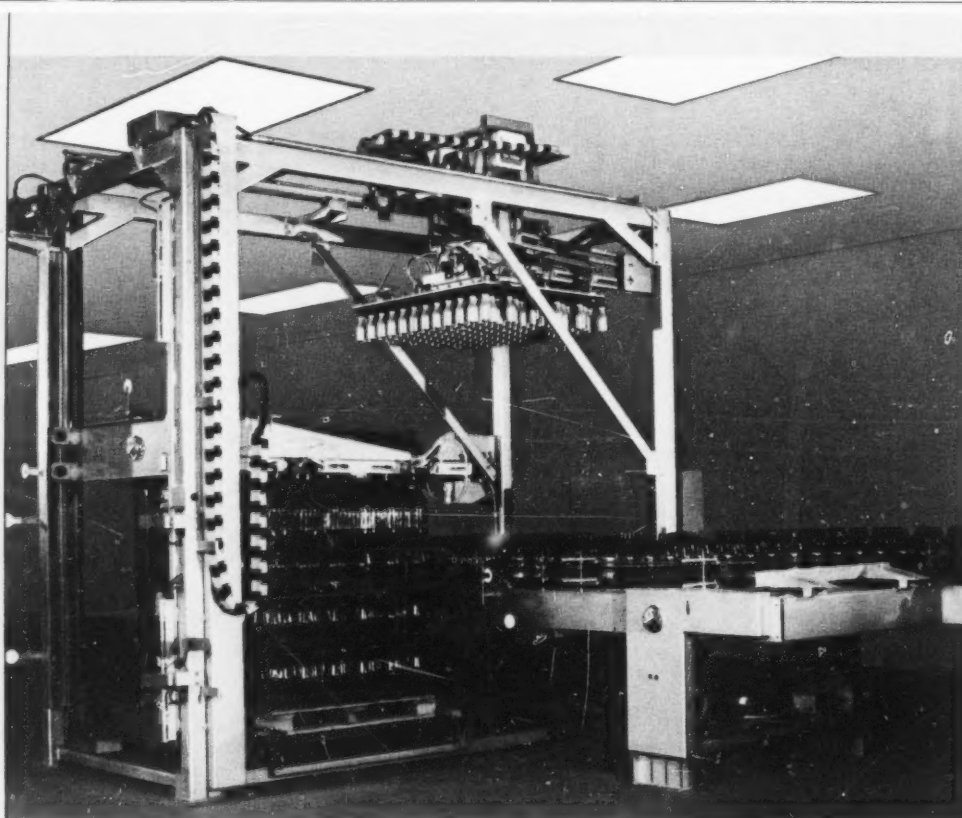
For more information on

the future of isotonic beverages, see page 4.

Propane economical for bottlers' fleet

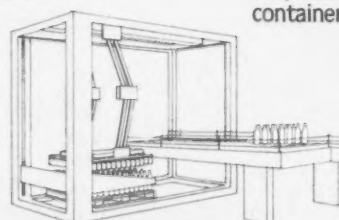
In a special BI report, use of propane gas is analyzed as an economical alternative to conventional gas-fueled truck fleets. With prices ranging from 25 to 45 cents a gallon less than unleaded gasoline, propane has seemingly grown more attractive. It offers users longer engine life, increased life for spark plugs and oil, a higher octane, less opportunity for pilferage and cleaner burning.

A guide for propane use is included with the article. See page 14.



A new bulk depalletizer from A-B-C. If you've looked at bulk handling before, it's time to take another look.

The "low level" design sets this depalletizer apart from the rest. It operates completely at floor level, so you don't need to build lowerators, catwalks, hydraulic pits, or long conveyors. It's small, so it can be installed where other depalletizers won't fit. Its open frame lets you monitor the operation without difficulty. It can depalletize (or palletize)



Runs glass or plastic bottles

many container types, including plastic bottles and odd-shaped containers. For low volume lines, there's the A-B-C semi-automatic depalletizer.

Even smaller.

Lower price.

Same reliable electric motor drive and low level features.

For more information, write 811 Live Oak St., Tarpon Springs, FL 33589 Or call (813) 937-5144.



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MARKETING □ DISTRIBUTION □ TECHNOLOGY

AN **HB** PUBLICATION

Isotonic beverage sales to reach \$275M by '85

NEW YORK—Isotonic beverage sales will hit \$275 million by 1985, says a report just published by Packaged Facts here.

Isotonic beverages, led by Stokely-Van Camp's popular Gatorade, have been sold directly to industrial plants and factories since 1976. It had been discovered that these products could help maintain the electrolyte balance of employees working in environments where heat stress or physical exertion cause loss of body salts through perspiration.

David A. Weiss, president of Packaged Facts, contends that more employers will tap isotonic beverages as being valuable to their employees as the economy "picks up."

"To date, industries served by the isotonic beverage market reflect only the tip of the iceberg," Weiss says. "As soon as the economy recovers, organized labor will press employers to make these beverages available on factory and construction job sites."

Professional sports teams utilize the beverages as well, including football, basketball and hockey. The growth in sports participation by

Americans in the last decade has had an especially favorable effect on the retail segment of the market. As the report points out, isotonic beverages are often directly positioned as a sports aid, and are therefore strongly identified with athletic

(Continued on page 9)

Projected sales: isotonic beverages			
	Sales (Millions)		Percent Change
	1981	1985	
Retail	\$ 90	\$120	+ 33%
Institutional	45	65	+ 44
Industrial	45	90	+100
Total	\$180	\$275	+ 53%

Source: Packaged Facts

Copyright: Beverage Industry, February 25, 1983

Projected sales and growth: isotonic beverages (1977-1985)			
	Sales (Millions)		Percent Change
	1977	1981	
Retail	145	\$ 90	+100%
Institutional	25	45	—
Industrial	25	45	—
Total	\$70	\$180	157%

Source: Packaged Facts

Copyright: Beverage Industry, February 25, 1983



Pabst's Andeaker gets new look

MILWAUKEE, WI—Pabst Brewing Co.'s super-premium Andeaker beer is sporting a new look. The 12 oz. non-returnable bottle has been converted to a modified select shape with new label graphics and is being packaged in a wrap-style carrier.

Also, after an absence of a year and a half, Andeaker is

being re-introduced in the 12 oz. can package that is consistent with the bottle and carton artwork.

Pabst President William F. Smith, Jr., said, "The new packaging reflects the heritage, tradition and high quality that makes Andeaker one of America's foremost premium beers."



LaPaz converts to Kodapak PET

After extensive testing, LaPaz Products, Inc., of Brea, CA, has switched from glass to Kodapak PET polyester bottles for its cocktail mixer. LaPaz, which packs four different cocktail mixers under its Quick Way brand name, made the switch because the PET bottle is more economical, less prone to breakage and offers freight savings, a company official said. Before selecting PET as the new bottle material, LaPaz performed extensive tests in which the bottles were subjected to extreme hot and cold temperatures as well as shelf life tests. The cocktail mixers are distributed nationwide through food service distributors.

Real Fresh buys aseptic packager from Continental

STAMFORD, CT—Continental Can Co. has announced that Real Fresh, Vasilis, CA, has agreed to purchase an NAS Aseptic Conoffast form/label/fill/seal machine for use in mid-1983.

Real Fresh, which has processed foods aseptically for more than 30 years, will package a variety of low and high acid food products in 5-oz. and half pint containers for marketing under its own label and for contract packaging.

Its current line of aseptic packages includes juice, milk, puddings, soups and sauces.

Instead of using hydrogen peroxide as a sterilant, the Conoffast system creates sterile packages by peeling a disposable layer of film from coextruded plastic sheet to expose a sterile surface.

The sheet is thermoformed, filled with sterile food at room temperature, nitrogen flushed and hermetically sealed with coextruded lid material which also features a peelable layer to expose a sterile surface.

The average production rate for an 8-oz. container is 15,000 units per hour.

Labels are heat-bonded to the outer surface during thermoforming and units are die cut into multi-packs on line eliminating the need for

separate operations and materials for multi-packing.

The Continental Can Co. is located at 51 Harbor Plaza, Stamford, CT.

• For more information on the NAS Aseptic Conoffast form/label/fill/seal machine, circle no. 224 on the reader service card.



Coke sponsors Epcot pavilion

In partnership with American Express, Coca-Cola sponsored and serves as host to the American Adventure, located in the World Showcase section of the recently opened Epcot Center in Disneyland's Orlando theme park. On hand to launch the new attraction last October was Donald R. Keough, Coke president, above. "We are honored to be involved in Epcot Center in such an integral way," he told the audience. The strong corporate images of American Express and Coca-Cola come together here in a powerful statement on our nation's heritage . . ."

Isotonics

(Continued from page 4)
activities.

Gatorade again dominates this segment of the market with an amazing 95% share of sales.

However, Gatorade has a new challenger, Prippls Pluss, developed by A.B. Prippls Brygerier, a \$450 million company which controls 70% of the beverage market in Sweden.

During the past year, Prippls Pluss has been introduced into the U.S. and poses a serious challenge to Gatorade and other isotonic beverage brands. One of the new-comer's advantages is that it is the first—and so far, the only—isotonic beverage to receive approval from the Food and Drug Administration to call and promote itself as an "energy drink."

Prippls' distribution

Prippls Brygerier has chosen Thomas J. Lipton Co. to handle retail distribution. According to Packaged Facts, the Lipton marketing expertise, fueled by a large promotional introductory budget reportedly at \$6 million, combine to form one of the most formidable new-product campaigns in the history of the isotonic beverage market.

But even though competition is heating up in the market, it still seems to appear Gatorade is as strongly entrenched as ever. Some of the older brands are still on the market, but, as before, presents no serious threat to Gatorade, according to the report.

Quickick is a powdered mix marketed by Quickick, Inc. and still has an estimated 10% to 15% share of the institutional segment and, according to the company, a 50% share of the industrial market. The report notes Quickick does not seem to have any more plans to enter the retail segment, having failed with its liquid isotonic drink in 1970 and its powdered version in 1978.

Quenchade is still in the market, under the direction of Curt Mueller, ex-athlete turned pharmacist. His original product, Time Off Punch, re-entered the market in 1974 as Quenchade to capitalize on the name of his company's other major product, Quench isotonic gum, the report says. Now in powdered form, Quenchade continues to be marketed in the institutional segment, where it has been sold for about 20 years.

Also still in the retail segment is Polar Chilled Products' Super Socco. Its best-selling area is California, Package Facts reports.

Meanwhile, newer brands keep entering the market, such as Universal Indus-

National advertising expenditures by media: leading isotonic beverage brands (1981)

(Thousands)

Brand/Manufacturer	Total	Magazines	Newspaper Supplements	Network TV	Spot TV	Network Radio	Outdoor
Gatorade (Stokely-Van Camp)	\$4,264.0	\$1,375.6	\$4.7	\$241.6	\$1,965.6	—	676.5
Prippls Pluss (A.B. Prippls Brygerier)	145.5	—	—	—	145.5	—	—
Squincher (Universal Industries)	79.5	—	—	—	71.1	—	8.4
Rangerade (Texas Rangers Basketball Club)	74.6	—	—	—	74.6	—	—
Wagner Thirst Quencher (Westin, Inc.)	29.5	—	—	—	29.5	—	—
Total	\$4,593.1	\$1,375.6	\$4.7	\$241.6	\$2,286.3	—	\$684.9

Source: Leading National Advertisers

Copyright: Beverage Industry
February 25, 1983

National advertising expenditures: 1977-1981

(Thousands)

Brand/Manufacturer/Type	1977	1978	1979	1980	1981
Gatorade (Stokely-Van Camp)	\$1,510.0	\$2,858.4	\$5,389.9	\$2,907.2	\$4,264.0
Drink for industry	—	—	13.1	26.2	—
Carbonated beverage	5.0	15.0	28.0	—	10.7
Instant beverage mix	—	328.8	2,073.1	393.5	970.2
Noncarbonated drink	1,237.0	2,490.4	2,497.7	1,055.2	753.8
Regular and carbonated	48.0	24.2	76.5	16.7	850.6
Regular and instant	—	—	701.5	1,415.6	1,678.7
Premium offers	220.0	—	—	—	—
Prippls Pluss (A.B. Prippls Brygerier)	—	—	—	—	\$ 145.5
Powdered mix	—	—	—	—	—
Squincher (Universal Industries)	—	—	—	14.1	\$79.5
Type unknown	—	—	—	—	—
Rangerade (Texas Ranger Basketball Club)	—	—	—	—	\$74.6
Type unknown	—	—	—	—	—
Wagner Thirst Quencher (Westin, Inc.)	—	—	\$45.8	\$1,082.9	\$29.5
Noncarbonated beverage	—	—	—	—	—
Total	\$1,510.0	\$2,858.4	\$5,435.7	\$4,004.2	\$4,593.1

Source: Leading National Advertisers

Copyright: Beverage Industry
February 25, 1983

tries' Squincher and Arla's Nature's Wonder. The former is a line of multi-flavored isotonic beverages, while the latter, another Swedish product, is being sold mostly in the Midwest.

Stokely-Van Camp now manufactures a product, Gatorade 280, which was introduced in 1981 to the institutional segment.

"loading"

Gatorade 280 is a "high energy carbohydrate drink mix used for 'loading' when an athlete needs a continuous stream of energy," the report says, as in the case of running. The idea behind Gatorade 280 (and loading) is that when taken three hours before the strenuous activity, the drink passes through the body quickly, leaving behind the carbohydrate uplift—but without the heavy residue of a substantial meal. According to product advertising, it

can "enhance performance during athletic or during other strenuous activities."

Gatorade 280 contains three 12 oz. servings, each of which when mixed with water, can provide 280 calories. This is equivalent in energy to almost seven cups of pasta—but without the pasta's heaviness.

Distribution of Gatorade started in sporting goods outlets, and according to Stokely-Van Camp, there will be no attempt to market the 280 brand to any other but the institutional market.

So far, Stokely-Van Camp has been able to ward off competitive threats fairly easily, the report points out. However, in the case of Prippls Pluss, no other competitor spent as much to dethrone Gatorade as Prippls says it will spend on Prippls Pluss' introduction.

Presently, Prippls Pluss has made wide gains in the institutional segment.

According to one trade account, despite Gatorade's links with professional sports, Prippls Pluss already has cornered two of every three professional basketball teams, almost one-third of the national football teams, eight major league baseball squads, four national hockey teams, and all the national soccer teams, indoor and outdoor.

As of now, it is only beginning its marketing in the retail and industrial segments, but some consumer advertising has already begun regionally.

The report describes Prippls Pluss as having one major advantage and one major disadvantage to Gatorade.

disadvantage?

When Prippls Pluss moves into the retail segment, it will have a competitive advantage that no other isotonic beverage brand—not even Gatorade—has. In 1981, as mentioned earlier, the FDA gave approval to Prippls Pluss to call itself an "energy drink."

However, the product has what many in the industry believe is a definite competitive disadvantage—its resemblance to water. It is a clear transparent liquid and could thus be confusing to those who buy and drink it, according to the report.

Prevailing package types are pouches and bottles, though cans, tins and other containers are used. In shipping, the packages are sold in case loads and transported in cardboard cartons.

Color combinations are usually pastel-colored packages, mainly orange or green.

The Packaged Facts study also describes labeling on packages as well: Pouches, containing the powdered beverage, have directions for dilution on the back, while

(Continued on page 31)



Choice Vend displayed vendors using the "Helix" system.



A before and after look at a vendor that has gone through All State's "Genesis" program.

exhibit. It is designed for 10- and 16-oz. Plasti-Shield and .5-L PET bottles, but can easily be converted from glass to plastic to cans. The unit is said to be especially desirable in today's soft drink market which is beset with brand proliferation.

A pouch filling and sealing machine was on display at the **Mitsubishi Heavy Industries** booth, which also showed a video cassette on the latest bottling equipment.

David Carrigan & Associates showed an exhibit of its Con-O-Sport pre-mix or post-mix portion filling equipment and Carri-Ease plastic vending trays.

Liqui-Box Corp. calls its bag-in-box system the beverage syrup package of the future. The QC/D (Quick Connect/Disconnect) system features a bag with a three-part high barrier fitment, a travel cap which prevents dirt or dust from coming in contact with an internal slider, and automatic recapping after filling is completed.

Shurflo Pump Co. showed its model 165 automatic bag selector valve for bag-in-box applications. Unit hooks up to two bag-in-boxes, automatically dispensing from one bag-in-box until it is empty, then transferring over to the other.

Remcor displayed its new model TJ200S-BC ice-beverage dispenser for high volume service operations and its model TJ455-D dual station ice dispenser that dispenses from two sides of one compact countertop unit.

A complete line of post-mix and pre-mix dispensing equipment and tanks was displayed in the **Walter Kidde** booth.

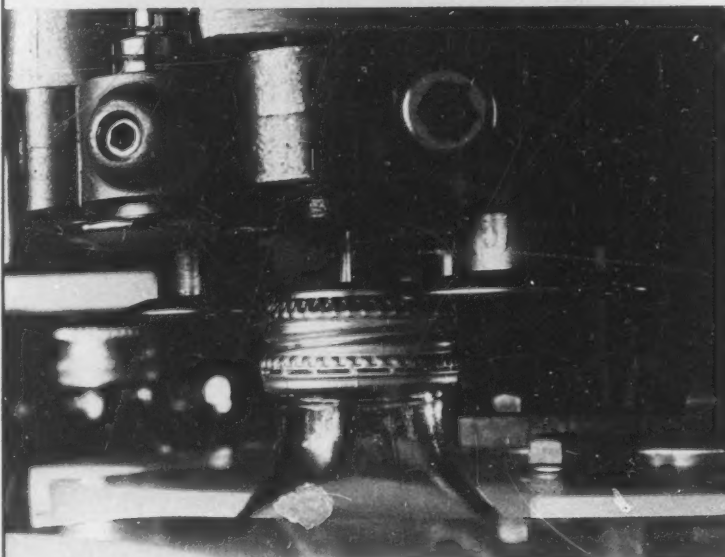
Choice Vend Industries displayed its line of vendors featuring the "Helix Vending System" that it has used for the past 32 years. Vendors have double door security with recessed, insulated inner door and exclusive two-lock system that allows for control of access to product

and/or coin box. They have interchangeable electrical components throughout the complete line.

Vendor refurbishment and rebuilding

Demonstrations of applications of films for vendor refurbishing and fleet vehicle identification were given by representatives from **3M/Transportation and Commercial Graphics**.

ROLL-ON



No line conversion is required when you switch from our standard PO® to the Alcoa® E-Z Grip Venter™ cap, and you get superior litho inside and out and a one-closure inventory for both plastic and glass bottles. Contact your Alcoa representative.



Closure Systems International
Division of Aluminum Company of America
P.O. Box 2147, Richmond, Indiana 47374

ALCOA

Circle No. 115 on Reader Service Card

New visi-cooler, four-step refurbishing process was shown by **Screen Art, Inc.** The company also offers vendor refurbishing methods for most major soft drink brands, and is set to offer truck refurbishing kits.

The EZ-Mask shown by **Decals, Inc.**, eliminates tape masking of vendor buttons during refurbishing. It is available for most popular brands.

A complete line of vending labels for all current and past

models of vendors authorized for products of all major franchised beverages were discussed by **Screen Print, Inc.**

All State Manufacturing Co. and Clover Metals International, Inc., All State's sales and marketing arm, featured their new "Genesis" program for reconditioning vending machines. The program calls for old, broken or vandalized vendors to be rebuilt, in many cases to look like the latest models.

Merchandising, displays

Custom printed offset or corrugated display material, offered by **Continental Packaging Corp.**, serves multiple purposes in a decorative, cost efficient manner. Corrugated displays are available in maximum 40" x 40" configurations; white offset paper stock comes in 50" wide rolls.

Wood displays are becoming more and more prevalent in supermarkets and convenience stores because of their warm, natural appearance, striking contrast and high quality. They were the showpiece in the booths of **SAP.1** and **Baron Woodcraft**.

Metal serving trays were shown by the **Ohio Art Co.**

Mead Merchandising's display equipment consisted of its supermarket gondola displays, including The Gladiator, Imperial II — Canopy Height and Low Base Imperial II — Canopy Height. Also shown were four-posted and temporary displays, The Woodgrain Dura-Wedge gondola conversion and optional shelving, including the non-mechanical gravity feed shelves, the Plastrak and Plastrak Adapter.

Cumberland Corp. offered information on and showed its bulk beverage

Isotonics

(Continued from page 9)

the front panel contains some identification of the product, such as "thirst quencher," on the Gatorade label and "exercise drink" on the Wagner Thirst Quencher label.

Bottle and container-type labeling are similar except that mixing directions are not included.

To obtain a copy of the Packaged Facts report, it is available at a cost of \$550 from the company, which is located at 274 Madison Ave., New York, N.Y., 10016.